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PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

PUBLICATION OFFICES: { No. 19 SPRUCE STREET, NEW YORK.
 { No. 138 FLEET STREET, E. C., LONDON.

VOL. VIII.

NEW YORK, MAY 17, 1893.

No. 20.

*Oh wad some power the giftie gie us to see
oursel's as ither's see us.*—BURNS.

EXPERT OPINION ON ADVERTISING.

The time to advertise is all the time.—N. C. Fowler, Jr.

In an advertisement you must first secure at-

tention. To accomplish this object was concocted the headline: "Jones he pays the freight." As a profitable ad it has been unequalled.—Gov. E. F. Jones.

The advertising columns of a newspaper are among the most important, for no man really becomes acquainted even with the news of the day until he has thoroughly perused the advertisements.—Harper's Monthly.

Don't leave the writing of your ad to the last minute—"just before store closes;" it may lead to the sheriff writing your ad and closing your store.—D. J. McDonald.

When I say that every enterprise, every business, and I might add every institution must be advertised in order to be a success, I only voice the general opinion of those who are most capable of judging.—Chauncey M. Depew.

Fine writing doesn't sell goods. Say the things which you would say if face to face with your reader.—Advertiser's Manual.

A weak and timid advertiser cannot hope for success; it takes a certain amount of nerve to face an apparent loss at the first outlay, but a determination to see the campaign through to the end is absolutely necessary for

success. If an advertiser cannot make up his mind to this plan, he might as well keep out of the battle altogether.—C. H. K. Curtis.

Did you ever see the picture of "Feeding the Pigeons of St. Marks?" With what confidence those wily doves flutter around the shoulders of the Venetian maidens! One Chinese bomb thrown among them by some exuberant American boy, and it would take weeks to win them back to confidence. Neither is the bomb good in advertising.—J. F. Place.

For a general business I believe there is but one perfectly satisfactory advertising medium—the daily newspaper.—M. M. Gilham.

Good-will is essential. Without good-will it is impossible to do business. You can't sell goods to people who dislike you. If you recall an advertisement that went in against your judgment, that doesn't read just right, take it out.—H. C. Brown.

Advertising in a moderate way is not to be despised because a few large concerns each spend from \$100,000 to \$500,000 annually in this department of their business. One of the largest American advertisers commenced by appropri-

ating the profits of the cigar counter in his drug store. To-day he spends a quarter of a million dollars, yet, when he started, others in his line were among the heaviest advertisers in the world. Merit, brains, pluck and original advertising did it. Whether you can do likewise depends.—G. H. Powell.

The very first thing that is essential to success is a good advertisement.—Isakovic.

ONE LIVE MAN

at the head of any business, who has the ability to direct it, is worth more than a hundred incompetent, half-hearted fellows.

ONE LIVE NEWSPAPER

in a city or section, is worth a score of tolerably good ones. It may be worth a hundred such, for the stamp of approval which greets an ad in the one good and leading newspaper, often means success to the article advertised.

THE SAN FRANCISCO EXAMINER

is that newspaper in California.

65,349 Daily; 73,808 Weekly;

77,057 Sunday;

was the sworn average circulation for the first three months of this year, which we believe is larger than the combined circulation of any other two newspapers on the Pacific Coast.

E. KATZ, Eastern Agent,
186 & 187 World Building, New York.



Demonstrate

to the Country People that they need, and that it is to their advantage to purchase, your goods, and they will certainly do so.

It is simply a matter of demonstration.

How to do it is the question.

More than one-sixth of the entire reading population of the United States, outside of large cities, read the 1400 Local Papers comprising the Atlantic Coast Lists.

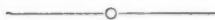
With one order and one electrotype you can reach this immense audience.

Send us the order and the electrotype and we will see that your advertisement is placed before the millions of readers who thoroughly peruse the columns of the Atlantic Coast Lists' papers.

Yearly advertisements, when made attractive, are great demonstrators.

Yearly advertising is much cheaper, relatively, than transient.

Catalogue and estimates upon application.



ATLANTIC COAST LISTS,

134 Leonard St., New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

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ADVERTISING A FOOD EXTRACT.

By Henry T. Champney,

Secretary and General Manager of the Bovinine Company.

When, in the autumn of 1884, I purchased the formula, good will and trade-mark of Bovinine from the J. P. Bush Company, of Boston, the business had, for nearly five years, been defunct. Not a bottle had been sold from 1880 up to that time, and the outlook for a resuscitation was as gloomy as a London fog. But, with a firm determination to succeed (or perish trying to), I took the documents I had obtained to Chicago, with the view of obtaining financial co-operation from some of the wealthy drug houses of that city—houses that enjoyed reputations for far-sighted intelligence in all matters pertaining to proprietary and pharmaceutical preparations.

I found, however, that the heads and fronts of these houses were like the great majority of mankind, and that it was only successful things that had charms for them—that the rising sun had no interest for them—that what they wanted was a section of the risen sun. As Bovinine was then practically unknown, they civilly and icily allowed to drift out of sight that which they have since upbraided themselves for having been so undiscerning as to repel, and thus to miss one of fortune's golden-girdled opportunities.

The manufacture of Bovinine was at

length begun on a very small scale, with limited means and scant facilities. Things crept along with the limited express speed of a ten months' old baby, until something remarkable occurred, in April, 1885. It was in the nature of an advertisement, and one of the advertisements that come to the one most interested once in a lifetime.

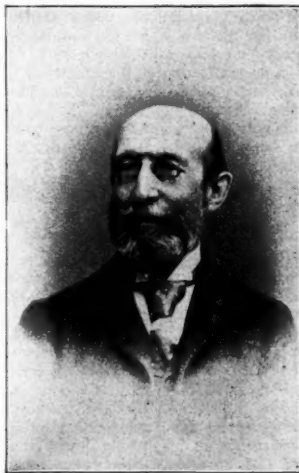
In April, 1885, General Grant's physician, Dr. Douglas, was induced to adopt Bovinine as a readily assim-

ilable food, in a liquid form, easily administered to his illustrious patient, the condition of whose throat precluded the use of all solids.

When the family of General Grant took especial pains to thank our company for the aid afforded the General, and acknowledged that, without Bovinine, the second volume of the "Personal Memoirs" could never have been written, our success was assured, and some of our Chicago friends wanted to come in, where before they could not be prevailed upon to enter. But they were

permitted to remain out.

The first advertising done by us was the publication of the Grant testimonials in the leading Chicago papers, at the usual price of reading notices on the editorial page. They made an instant and unqualified hit. The public interest was so intense in all that pertained to the illness of General Grant that letters from all over the country were received concerning Bovinine. It was almost impossible to fill our or-



HENRY T. CHAMPNEY.

ders. But we managed. The medical profession is always glad to welcome meritorious preparations, even if they are new; so I began to advertise largely in medical journals, with a view to legitimately obtaining the endorsement of Bovinine by the most conservative body of men in the world. That was eight years ago. Since then we have received the approbation of physicians and surgeons of the United States, Canada, England and France. Our largest sales are in the East and New England. We advertise all over the country, favoring no one section. We do not use the dailies, the magazines, nor dead walls. Medical journals, theatre programmes, pamphlets, weeklies, seem to meet all our requirements. Street cars and L cars we never use. We have good reasons for sticking to the conservative policy we have adopted, one of which is that we do not care to antagonize the medical profession by making a splurge. That would not be tolerated by the physicians who now gladly recommend our food to their patients. We also use the medical journals of England and Canada, in both of which countries our sales are large. I cannot tell what publications pay us best, as we have never been able to trace the publications in which our correspondents saw our advertisements. Our correspondence is very large. We write all our own advertisements. We also place them. We do not sell to retailers. We sell to such wholesalers as Schieffelin & Co., C. N. Crittenton Co. and McKesson, Robbins & Co.

We also advertise to a great extent in first-class religious and secular weekly papers. We endeavor to pick out those that are most influential. Theatrical and other programmes have been of great advantage to us in increasing the volume of our business. Our formula is well known. There is nothing mysterious about it. During the fiscal year ending March 1, 1893, our expenditures for advertising were \$80,000. This year they will be more.

In June, 1892, we moved our whole plant, with the exception of our laboratory for compounding Bovinine, from Chicago to New York. We believe that New York affords superior facilities for business, because it is really the headquarters for proprietary articles of the country.

We believe that in time we would have been a success, had it not been

for the Grant testimonials; but we can never forget that it was our beloved General Grant's fame that made ours.

AS TO METHODS OF OBTAINING CIRCULATION.

By Benj. C. Nevius.

Other things being equal, the medium with the largest circulation is the most profitable for the advertiser. But other things are not always equal. The character of the circulation may be quite as important as its size. It would hardly pay to advertise the "Church Hymnary" in the columns of the *Sports' Register*, or "How to Mix Drinks" in the *Reverend Gentlemen's Companion*. Certain distinctions of this sort are universally recognized and accepted without question by advertisers at large. There are, however, finer distinctions in the character of circulation almost as important which are too commonly disregarded. Of two daily papers in the same city, the average advertiser will unquestionably select the one having the largest circulation. In doing so, in the majority of instances, perhaps, he will be right, but in at least a large minority of instances he will be altogether wrong. An advertiser the other day commented on the number he saw reading a certain daily in the elevated train. He had taken the trouble to count the different papers he could see, and this one far surpassed all the others. I asked him: "What class of people were reading this sheet? How did they compare as to apparent respectability, refinement, intelligence, with the readers of the other sheets?" To this he had no answer. He had never thought to notice. And yet he was advertising goods which do not appeal to the public at large, but rather to a select few.

One reason for this carelessness as to exact character of circulation is the difficulty of determining what is the character of circulation of any given medium. Difficult it may be to determine this, but it is not impossible, and one way to learn the character of the circulation is by a scrutiny of the methods which have been employed in building it up. Not very many years ago it was the fashion to give a chromo as a prize for each new subscriber. It is said that one of the first papers, if not the very first, to adopt this method of swelling its subscription list, secured

a large number of subscribers among the Norwegians of one of our Northwestern States, who, unable to read a word of English, took this paper, published in English, for the sake of the chromo. What was the value of this part of its circulation to the advertiser in its columns? I knew of one instance in which a periodical, taken for the sake of the engraving given with it, was always destroyed before leaving the post-office, because the head of the family was ashamed to see it about his home.

We admire the energy and ingenuity which builds up in a few months enormous circulations by means of guessing contests, votes for popular conductors, school-teachers, janitors or bootblacks, but will it not pay us sometimes to take a few minutes to consider whether the circulation thus obtained is among the class we desire to reach with our announcements?

The business managers of our several papers are, as they ought to be, zealous to increase the circulation of their several papers. They are calling upon the public with greater or less success to buy their papers. They are arguing, pleading, persuading, beseeching, bribing, to secure more and more purchasers. Will it not pay us to stop and listen, that we learn to what audience each is addressing himself? That, and no other, we may be sure, is the audience to which we can speak if we use his paper.

I do not mean to insist, or even suggest, that a circulation built up by gift enterprises, voting or guessing contests, is of either comparatively or actually small value to the advertiser. Different advertisers desire to reach different classes. A few advertisers desire to reach nearly all classes. Every advertiser, however, is better for knowing to whom he can talk through any given medium, than he may know not only whether it pays him to talk at all to that audience, but also what to say and how to say it.

We ought to know what class it pays us to reach; we should be good enough judges of human nature to know what classes are attracted to any paper by its character and by its methods of advertising itself, and, knowing these things, we should be able to select our mediums understandingly, to secure an audience to whom we have something to say and who can be interested in what we have to say, and to speak our little speech so as to fit our audience.

WITH ENGLISH ADVERTISERS.

By T. B. Russell.

LONDON, April 26, 1893.

Supposing extensive sale to be a valuable feature of one's business to advertise, it is not easy to imagine a more effective statement of the case than this advertisement of Estey Organs. Perhaps the very vagueness of the claim (you observe that the *actual* number is not stated) adds as much as anything to the effectiveness of the advertisement, especially as the number of stars is, by most unscientific persons, a good deal overestimated. Most people would tell you, I think, that on a starry night "millions" of stars are to be seen; whereas, allowing for differences of vision, I think the number which can be seen with the naked eye on a favorable occasion does not reach 20,000. This, however, is written subject to correction by experts, and, however it may be, the advertisement is a good one. Perhaps the Estey Company will be interested enough in this note to tell us how their computation is arrived at—their count of the stars I mean—not of the organs.

ON a clear night, count every star in the heavens. Do this for 76 clear nights and you have counted the number of ESTEY ORGANS that have been sold.

* * * * *

The contest of printers in *our* current number of PRINTERS' INK (April 12), now rather a backward number with you, is particularly interesting. Each of the three settings for the Bruce Type Foundry advertisement is good in its way, and I am inclined to "thank the goodness and the grace upon my birth that smiled" and arranged that, as my opinion on the comparative merits of the three can be of no consequence whatever, I am under no obligation to say which I think the best. The observation that, I fancy, will have been most generally made by those who answer PRINTERS' INK's proposal that the work shall be criticised is, that much better half-page settings than any one of these have often appeared in the advertising end of the paper in the past, and, indeed, that the advertisement of PRINTERS' INK Press, in the very same issue, on page 491, is fully as good as the best of the banner examples on

pages 470-471. Many times the setting of Allen's Lists half-page has been brilliant in conception, faultless in taste, effective in working, and I question whether quite the same eulogium will be passed on any of the three competitive renderings of the Bruce advertisement.

Nevertheless, all three of these are excellent, and I will venture to say that no one of them would be beaten by the spontaneous effort of any printer I know of in England. Indeed my complaint of the printer is an old one, and it so happens that coincidently with the article in *PRINTER'S INK* on which I am remarking, the native printer has, in the person of a highly favorable representative, obligingly delivered himself into my hand. Messrs. Abraham Kingdon & Newnham, printers, who lay themselves out for high-class work, have inserted an advertisement of their capabilities in the last issue of a London periodical. It is to be presumed that as they advertise their special attention to good display, they will have put their best foot foremost in the advertisement itself. Well, here is what they have produced: it is brought down to a wieldy size by process engraving, but has not materially increased its native atrocity in the operation. This is what a "high class" printer can do—a "careful" printer (I quote the words of the advertisement itself); a printer in whose office there is "special attention given to good display." And this, know all men by these presents, is an example of what he regards as good display:

Lest I should appear to my very good friends, Messrs. Abraham Kingdon & Co., to have criticised their effort with undue vivacity, let me hasten to say that some very good work is done by them, and that under competent direction they even display things very well. But the awful example of how not to display copy here reproduced by engraving because America contains no such fearsome nightmares of ornament, should warn all mankind against allowing the imaginative compositor a free hand.

An amusing paragraph which has been going the rounds of the press states that the publishers of a German novel recently did a neat thing in the way of advertising. They caused to be inserted in most of the newspapers a notice to the effect that a certain nobleman of wealth and high position, desirous of finding a wife, wanted one who resembled the heroine in the novel named. Thereupon every marriageable woman who saw the notice bought the book in order to see what the heroine was like, and the work had an immense sale.

As a piece of neat advertisement-writing the following extract from a recent announcement by Messrs. Fletcher, Fletcher & Stevenson, manufacturing chemists of London, is worthy of mention. I cannot do more than quote the beginning; but the intelligent reader will readily perceive how a direct disquisition on the merits of the Fletcher Tinctures is welded on to this excellent beginning. The advertisement

Special attention given to good display.

PRINTERS
OF
THIS JOURNAL.



High-Class-Printers,

LITHOGRAPHERS
AND
ENGRAVERS.

Abraham Kingdon and Newnham,

12, FINSBURY STREET,

LONDON, E.C.

ILLUSTRATED PRICE LISTS, &C., CAREFULLY PRINTED.

Prospectuses, Circulars, Booklets.

is addressed to the drug trade, and appeared in one of its organs:

A LEGEND.

There is a legend in Rhineland that once upon a time a giant fortress was besieged by an enemy whose ordnance consisted of a solitary cannon. Shouts of laughter greeted the besiegers when this unit of artillery opened fire. But the gunner kept steadily pounding away at a single spot on the outer wall. Inside the castle the knights' merriment grew wilder. Still day after day the firing went on, until at the end of a week one stone was shivered; in a month the stone behind it was pulverized; and in ten months a breach had been made wide enough to admit the enemy. And so the castle was captured.

By patiently pegging away at the prejudices with which the good knights of pharmacy had fortified their opinions on Tinctures, we have succeeded in knocking a hole in them, and now the rest of our work is comparatively easy.

VIOLATION OF THE LOTTERY ACT.

From the Denver News.

Certain newspapers published in this city have been conducting a variety of games of chance, such as giving away souvenirs, some of which are alleged to be good for pounds of soap, promoting guess-contests, and promising things of problematical value to persons ingenious enough to reunite badly dislocated advertisements.

Most people might regard this class of schemes with an amused smile as being harmless enough, but it happens that the law does not view the matter in that way. The law looks on it as lottery and gambling pure and simple, and provides very severe penalties. Not only the United States law, but the statutes of Colorado, leave no room for doubt. The United States gets at such offenders by prohibiting the transmission of the papers through the mails. This is a copy of some correspondence transmitted from Washington to Inspector Small the other day:

"Hon. R. A. Maxwell, Fourth Assistant Postmaster-General:

"Sir—In answer to the letter of inspector in charge, James A. Small, of Denver, Col., of the 8th instant, with which is enclosed a copy of the *Denver Times* of April 5, containing an advertisement entitled 'A Beautiful Picture Free if You Put this Coupon Together,' etc., wherein it is set forth that certain prizes are to be awarded to 'the first,' 'the tenth,' 'the twentieth,' 'the thirtieth,' and 'the fortieth' persons respectively sending in a correct coupon, I have to say that such a scheme is in violation of the terms of the Lottery Act of September 19, 1890. The award is dependent entirely upon the chance that the contestant may be the 'tenth,' 'twentieth,' etc., person and is not based upon any skill in point of speed or ability. As far as I am able to see, no calculation could be made by the contestant that would enable him to be the 'tenth,' 'twentieth,' or 'thirtieth' person, and for that reason the advertisement would come within the prohibitions of the Lottery Act. The papers are returned herewith. Very respectfully,

"JAMES N. TYNER,
"Assistant Attorney-General."

Besides providing for heavy fines and imprisonment, the law requires the post-office officials to seize and destroy all such papers which are attempted to be sent through the mails.

THE ADVERTISING OF CORSETS.

By Clinton E. Brush.

(Eastern Manager of Chicago Corset Co.)

Ball's Corsets were introduced on the market in 1881 by the Chicago Corset Co. The country that first received attention was the section lying between Ohio and the Pacific Coast. The article was good, there was plenty of money to push it with, and the money was invested in good advertising. I know it was good, because it so proved itself. Under these circumstances there could be but one result, and that was—success.

Mr. Thos. H. Ball took an active personal interest in the advertising, although it was placed by Lord & Thomas, and space was used almost entirely in fashion papers, religious publications and the newspapers of the section covered, including large dailies, as well as small weeklies.

In 1885 I established the Eastern business of the company, including the country east of Ohio, and bounded on the north by Maine, and on the south by Florida. To try and do business without advertising was of course out of the question, and I prepared my campaign on similar lines to that which had been successfully tried in the West, but with the addition of more outside mediums.

There were lots of corsets on the market, to be sure, but I was satisfied that ours possessed peculiar features that others did not. They were perfect-fitting from the start, and they would not break. This was due to a coiled wire elastic spring in each side of the corsets. This was a strong point, and one that should appeal to every woman, and so I harped on this string:

"BALL'S CORSETS NEED NO
BREAKING IN."

Besides knowing the article was comfortable from the start I knew it would give satisfaction regarding wearing qualities, and so I harped on this string also:

"Can be returned after three weeks'
wear if not satisfactory in
every respect."

These two points about a corset were bound to attract almost any

woman's attention; they needed no breaking in. Any woman could buy a pair, and if she was not satisfied after three weeks could get her money back.

I started advertising in publications similar to those which had been used in the West, but very soon began to go into other mediums as well, beginning with the "L" cars and stations in New York, then taking space in the local horse cars, and gradually getting into about all horse car lines in the East. Of course, I always tried to have all these ads as novel and striking as possible, and to the result of these efforts the success of our advertising was due to a great extent.

Our signs, in particular, which we had in the elevated cars, created talk all over the country, and to it was due a \$5,000 bill that we sold a merchant in Australia. It was of ordinary size, but the letters were formed of silvered discs, which were constantly vibrating with the motion of the cars, and would attract immediate attention. The advertisement I used to run in the papers was a 56-line, single column, with an outline cut, or else a brief, terse, well-leaded advertisement occupying the same space in the conversational or Powers style.

The contracts always called for continuous insertion every day, week, or month, as the publication was issued, and that is the only way to advertise, I think. "What you do, do well," applies as much to advertising as anything else, but many people try to cover too much territory with too little money.

If I could not cover the country, I would cover a State; if not an entire State, I would devote my advertising to a county, and if I could not reach all the possible customers in a county, I would start in by thoroughly covering a town in the county, and then branch out over the county, State, and

country later on. We also paid particular attention to the retail dealers and they were cultivated alike by our traveling men and by means of communications from the office. There was hardly a city or town between Maine and Florida and east of Ohio where our advertising did not go and also bear fruit, but we kept an eye on the retailers just the same, and fitted them out with all kinds of accessory advertising. We gave them large electric signs, elegant embossed cards, all kinds of pamphlets and primers for distribution among their customers. All of this kind of printing is done right down in the basement under our store, where we keep three presses and four men busy nearly all the time.

We never allowed a customer, no matter how good a one he might be, money to spend on advertising for mutual benefit. It doesn't pay; bills are liable to be sent in for space never used, and even if the customer is energetic and honorable the advertising is very likely to be done in a slouchy, unskilled and unproductive manner.

My advertising was all that could be expected, and I can write of no struggles. Returns soon began to come in, and in four years I was obliged to slow up, for the reason that orders were coming in from all over the country at such a rate that our factory at Aurora could not turn out the goods fast enough.

We are soon to start general advertising again, however, as we have erected a new factory at Joliet and doubled the capacity of our original plant at Aurora. The factories are now turning out eight hundred dozen of corsets a day, against thirty dozen the first year of the existence of the company. All this has been accomplished in about ten years, and the credit is due to a good article, coupled



CLINTON E. BRUSH.

with good advertising. As we sell only to dealers, I am at a loss to trace returns. I believe in using all mediums that are good, and that it is foolish to trust to one alone. For instance, a woman sees our ad in an "L" car here in New York and it attracts her attention; she sees it in a horse car and it impresses her; she sees it several times and then says, "I'll buy a pair of those corsets sometime." When she gets home she sees them advertised in the local paper or her dealer recommends Ball's corsets, and a sale is made. Perhaps a dozen different mediums should be credited



It's easy enough
—the Ball corset. That's because it has coils of fine wire springs in the sides. They clasp the figure closely, but yield to every motion.

They "give", but they come back. So does your money —if you've worn a Ball corset two or three weeks, and find that you don't like it.

with that sale. If you should offer me \$5,000 to name our best advertising medium, I would not even attempt to earn the money. It is useless for a manufacturer selling to dealers to try and trace accurate returns from advertisements devoted to the consumer. All good mediums are good, and they dovetail together and work wonders when, if they were separated and only a few were used, the money would be wasted.

Advertisers waste money by trying to cover too much territory, and become disgusted frequently by expecting too quick returns.

Given an advertiser of ordinary intelligence and keenness, these three things are necessary, I think, for success;

A good article.

A good bank account.

Faith.

Although faith comes last it is oftentimes the most necessary article of the three.

It used to be said that every community has the criminals it deserves, and so it may be said that every community has the newspapers it deserves. —C. D. Warner.

"If one reads PRINTERS' INK regularly he cannot help being convinced that newspaper advertising is a paying investment."—*Stiles & Givens Co., Manufacturing Chemists, Fond du Lac, Wis.*

WHERE to put an advertisement is a question that is not to be decided altogether by the expense. Some papers I would not advertise in if it cost only a dollar a column, and others I find I must advertise in whatever the cost.—*Henry C. Rath.*

FEDERAL, State and municipal advertising is distributed altogether as a matter of favor, finding its way into the columns of weakling and starveling newspapers, which obtain it by importunate solicitation. Many worthless journals that would die without such nourishment, manage to live by this form of fraud on the public. It sometimes happens—as, for example, in advertising for proposals for the letting of public works, or for supplies, or of notice in proceedings for divorce—that there is an intended privy in doing as darkly and furtively as possible, for dishonest reasons, what the law requires to be done in the light.—*Philadelphia Record.*

Classified Advertisements.

Advertisements under this head, two lines or more, without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

WE WANT to do good printing for you. PRINTERS' INK PRESS, 10 Spruce St., N. Y.

ANY person advertising in PRINTERS' INK to the amount of \$10 is entitled to receive the paper for one year.

WANTED—To buy a country newspaper, entire or half interest. Address "O. M.," Printer's Ink, New York City.

WANTED—To write comic verse, fads, etc., for humorous weekly. Short samples, 4 for \$1. Sure to be copied. "W.," care Printers' Ink.

WANTED—Live Republican weekly in Ohio to manage for three months, with view of purchasing. W. CAMPBELL, Upper Sandusky, Ohio.

FIRST-CLASS 19th century circulator for one of the leading newspapers of the U. S. Must have highest testimonials. Address "LIGHTNING," care Printers' Ink.

WANTED—We will pay \$15 for a name for a high-grade flour and a short, well-written ad of same. Will pay \$3 for each ad we use. S. EWART & CO., Pittsburgh, Pa.

WE reach the people—the CANTON (Ohio) VOLKS-ZEITUNG. Daily, established 1886; weekly, 1879. Only German papers in Stark county. Send for rates and sample copy.

WANTED—Orders—We set type, furnish paper and print; stories, departments, miscellany for padding; modern presses; lowest prices. UNION PTFG. CO., 15 Vandewater St., New York.

FOREMAN OR MANAGER—A competent printer, with 12 years' experience, desires position as foreman or manager of a first-class job office. Address, stating salary, "MAC," care Printers' Ink.

WANT ADVERTISEMENTS IN PRINTERS' INK under this head, four lines (twenty-five words) or less, will be inserted one time for one dollar. For additional space, or continued insertions, the rate is 25 cents a line each issue.

PUBLISHERS—A thorough, practical printer, experienced in the management of newspaper job (weekly), desires position as foreman. *Bona fide* correspondence solicited. Address "W. H. M.," 32½ Van Wageningen St., Newark, N. J.

WANTED—By a man of ideas and experience, a position with firm or corporation as advertising manager and writer. Highest references. Salary expected, \$2,000 a year. Address "MODERN METHODS," care of Printers' Ink.

ENERGETIC lady desires useful position anywhere, East or West, or would travel as companion with refined lady. Educated in medicine, journalism, French, shorthand and housekeeping. State salary. "K. P. C.," care Superintendent, 120 Tremont St., Boston, Mass.

\$25.00 for the best IDEA from which we can make burlesque sketches relative to our beer pumps. \$5.00 for any that we use. Our catalogue, with full information and samples of former sketches, sent on application. THE BISHOP & BABCOCK CO., Cleveland, Ohio.

WANTED—An all-around useful man to take charge of out-of-town printing office of large manufacturer. Must be able to set type, do press work and make himself generally useful. Address, giving references and salary desired, "MANUFACTURER," care Printers' Ink, New York City.

A YOUNG MAN of newspaper experience, at present engaged in the business department of one of the leading dailies, desires a situation with a good paper in small city, where energy, ambition and integrity will insure advancement. Highest references. Address "EXPERIENCE," P. O. Box 1593, Phila.

WANTED—By a man of ability and practical experience, a position as advertising manager and writer with a live, reliable concern. Five years with present house, during which time his business has increased three hundred per cent. Familiar with all details. Salary expected, \$1,500 a year. Address "ENERGY," care Printers' Ink.

WANTED—Advertising for the QUEEN OF FASHION. Best mail order medium in America. 300,000 circ. 46 E 14th St., N. Y. City.—March 1st, 1893. The Queen of Fashion, Union Square, N. Y. GENTLEMEN: We are pleased to say that our returns from the QUEEN OF FASHION have been very satisfactory, and we have reason to believe it reaches the buying class of women very strongly. We have also verified our circulation. MERIDEN BRITANNIA CO.

WANTED—Buyers for "A Mint of Hints," a volume for the advertiser, merchant, printer, designer—any one interested in modern printing and advertising. Nothing so elaborate, tasty, elegant or practical has ever before been attempted. Contains over 100 pages of a critérium of every class of commercial printing and high-grade embossed work; sound advice and modern ideas for ad writers, pointers for designers and engravers. Ideas on every page. Post-paid for \$5.00. GRIFFITH, AXTELL & CADY CO., Holyoke, Mass.

SUPPLIES.

VAN BIBBER'S
Printers' Rollers.

LEVEY'S INKS are the best. New York.

"PEERLESS" CARBON BLACK.
For fine inks—unequalled—Pittsburg.

TRY TYPE FROM BRUCE'S NEW YORK TYPE FOUNDRY, 13 Chambers St., New York. Best and cheapest. Get their prices before purchasing.

THIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., 17½, 10 Spruce St., New York. Special prices to cash buyers.

PAPER DEALERS—M. Plummer & Co., 161 William St., N. Y., sell every kind of paper used by printers and publishers at lowest prices. Full line quality of Printers' Ink.

ADVERTISEMENT CONSTRUCTORS.

ELEVEN years' experience. Ads for every body. Sample, 50c; three, \$1. E. C. WALKER, Revere Sta., Boston, Mass.

ADS of all kinds, primers, pamphlets and catalogues prepared in original, effective forms. Illustrations made and entire charge of mechanical work assumed if desired. Address JOHN Z. ROGERS, 769 Monroe St., Brooklyn.

IT'S no experiment. Nine years as journalistic pencil pusher, publisher and ad writer gives me justifiable confidence in my ability to produce original, business-bringing ads. (One to suit you, unique and catchy, \$1; series of 4, \$3; 10, 45. Send full particulars.) JED SCARBORO, Box 63, Station W, Brooklyn, N. Y.

WORD jugglery won't sell goods. It's the direct, "See-that-hump" style of advertising that drives the fact clear through and clinches it on the other side. An odd conceit—a bit humor occasionally, by way of catnap on the road, is all very well, but it is common sense that tells in the long run. Sample series of 4 ads, \$2; 10, \$5. CHARLES A. BATES, Indianapolis, Ind.

ILLUSTRATORS AND ILLUSTRATIONS.

CATCHY designs drawn for advertising purposes by ARTHUR MEYER, 175 E. 74th St., N. Y.

HANDSOME ILLUSTRATIONS for papers. Catalogue, 50c. AM. ILLUS. CO., Newark, N. J.

ADVERTISING NOVELTIES.

CLOCKS for advertising purposes, by the hundred or thousand; paper-weight clocks with advertisement on dial. Address SETH THOMAS CLOCK CO., 49 Maiden Lane, New York.

A SPECIALTY for advertisers. Popular in the days of Columbus, and of the greatest value to-day. We make it, and if you advertise we think it will help you. H. D. FRIEL'S, Ansonia, Conn.

CHARLES' Ad. Record, with its conveniently ruled pages and printed headings, is indispensable to every advertiser. It affords a complete check on your advertising. Price, only

25,000 INTELLIGENT LADIES for 1923, from Indiana, Illinois, Iowa, Kansas, Ohio, Missouri, Minnesota, Michigan, Maryland and Wisconsin. L. E. PRICE, N.P., Damascus, Md.

A NEWLY-COMPILED LIST of 22,000 advertisers, with their commercial rating, for \$15. For fuller information, address PUBLISHERS' COMMERCIAL UNION, Evening Post Building, Chicago, Ill.

PERSONS who have facilities for bringing advertisers and consumers into contact through lists of names and addresses may announce them in 4 lines, 25 words or less, under this head once for one dollar. Cash with order. More space or continued insertions 25 cents a line each issue.

FOR SALE.

GAZETTE ADVERT RECORD—For papers, \$1. Testimonials. GAZETTE, Bedford, Pa.

HANDSOME ILLUSTRATIONS for papers. Catalogue, 25c. AM. ILLUS. CO., Newark, N. J.

IRON Standing Press—29x12—complete. Particulars. M'CRELLISH & QUIGLEY, Trenton, N. J.

FOR SALE—Presses, 3x5; 4x7; 6x9; 7x11; 8x12. Type, etc., at a bargain. Address N. L. COGSWELL, 92 Elm St., Cortland, N. Y.

FOR SALE—An old and influential Democratic weekly in Missouri, located near St. Louis. Price, \$3,700. A rare bargain. Come and see it. Address "A. A. A.," care Printers' Ink.

FOR SALE—First-class job printing office and only book bindery in city of 30,000. All equipments first-class. Price \$4,000. Address "BOOK BINDERY," care of Printers' Ink.

FOR SALE—Complete job printing outfit: 1 black walnut cabinet, 50 fonts type, 1 hand press, and other office fixtures. A bargain. E. C. CASE, Lock Box 79, Camden, Oneida Co., N. Y.

FOR SALE—Weekly (Republican) newspaper and job printing office. Old-established business and brand-new plant. Part cash, the balance on easy terms. Address REGISTER, Fort Plain, N. Y.

FOR SALE—Southern afternoon paper in city centrally located; 25,000 inhabitants; three through trunk lines; healthy. Large circulation; good advertising patronage. Address, for particulars, "S. A. P.," care Printers' Ink.

FOR SALE—A smart, pushing, wide-awake circulation and advertising manager has a rare chance to buy one-half interest in the leading magazine of the South. For particulars address "SUCCESS," American Press Co., Baltimore, Md.

WHITE MOUNTAINS—For sale or to let, a handsome, roomy, attractive summer residence and farm; fully furnished and stocked. For illustrated descriptive circular and full particulars, address "G. P. R.," P. O. Box 672, New York.

ADVERTISING AGENCIES.

If you wish to advertise anything anywhere at any time, write to the GEO. P. ROWELL ADVERTISING CO., 10 Spruce St., New York.

PREMIUMS.

BOOKS FOR PREMIUMS—If you want to use books we can supply you at lowest prices. Address J. S. OGILVIE, 257 Rose St., New York.

NEW illustrated catalogue of the best premiums for newspapers and manufacturers now ready. Send for it and get new business. HOME BOOK COMPANY, 142 & 144 Worth St., New York.

MISCELLANEOUS.

VAN BIBBER'S Printers' Rollers.

LEVEY'S INKS are the best. New York.

TO regulate the stomach and bowels, take a RIFANS TABULE.

QUEEN OF FASHION, 200,000 proved circulation. 46 E. 14th St., N. Y. City. 50 cts. per line.

PAPER DEALERS—N. Plummer & Co., 151 William St., N. Y., sell every kind of paper used by printers and publishers at lowest prices. Full line quality of Printers' Ink.

THE new "HANDY BINDER" for PRINTERS' INK is an admirable device for the preservation of your copies of PRINTERS' INK and is very neat and serviceable. We will send it, post-paid, on receipt of 60c., the cost of the "Binder." Address PRINTERS' INK, 10 Spruce St., N. Y.

TO the readers of "Printers' Ink" who have not already received it, a copy of the magnificent Catalogue of "KELLOGG'S LISTS" will be sent free upon application! This book contains nearly One Hundred full-page illustrations representing fac-similes, in colors, of some of the leading articles advertised in those celebrated lists. A. N. KELLOGG NEWSPAPER COMPANY, 61 Tribune Building, New York.

ADVERTISING MEDIA.

QUEEN OF FASHION.

SEATTLE TELEGRAPH.

TO reach Canadians, advertise in the NEW ERA, Clinton, Ontario.

THE KATES CATALOGUE, Greenville, Ohio. Mailed to women. Test it. Circulation 2,000.

ALBANY, N. Y. TIMES UNION, every evening, and WEEKLY TIMES, reach everybody. Largest circulation. Favorite Home paper.

A HUSTLING newspaper man, with paying a weekly and job office, wants good printer as partner and foreman. Great opportunity. Address "NILEKNARF," care Printers' Ink.

LOS ANGELES TIMES—The foremost newspaper of the Southern California coast. Advertisers guaranteed 12,000 net circulation daily. H. D. LA COSTE, Eastern Representative, 28 Park Row, New York.

\$10 WILL PAY for a 5-line advertisement 4 weeks in 100 first-class Illinois newspapers, having 100,000 circulation per week, guaranteed. For catalogue, address W. J. CARLTON, 10 Spruce St., New York.

COLUMBUS, Central, Southern, and Southeastern Ohio offer a rich field for advertisers. **THE OHIO STATE JOURNAL**—Daily, 12,500; Sunday, 17,000, and weekly 25,000—cover the field. All leading advertisers use it.

WISCONSIN AGRICULTURIST, Racine, Wis., circulation over 30,000, proved by P. O. receipts. Advertising only 20 cents a line. World's Fair office 215 Dearborn St., Room 1101, Chicago. New York office 193 Times Building.

THE JUDICIOUS ADVERTISER always seeks to attract the attention of the greatest number. By using the SPOKANE CHRONICLE, the leading daily paper of Eastern Washington and Northern Idaho, this result is effected. It pays to keep everlastingly at it in a paper which everybody reads. Rates quoted upon application.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

PUBLICATION OFFICES:

No. 10 Spruce Street, New York.

No. 138 Fleet Street, E. C., London.

Issued every Wednesday. Subscription Price:
Two Dollars a year. Three Dollars a hundred;
single copies, Five Cents. No back numbers.

JOHN IRVING ROMER, EDITOR.

NEW YORK, MAY 17, 1893.

THE great falling off in the number of tri-weekly newspapers marks a significant change in the conditions of journalism. Twenty-five years ago there were four times as many tri-weeklies printed as now, this being the only class of newspapers which has not increased during this period. The reason for this is, that places which in former times would not have been thought large enough to support a paper issued oftener than three times a week, now have a full-fledged daily. This seems to be demanded by the modern spirit of enterprise. Sometimes a daily issued in such a field proves a profitable property—oftener it is a losing investment, and its owner is constantly looking out for an opportunity to unload the plant on some unsophisticated person.

In the World's Fair number of the *Youth's Companion* is a single advertisement which cost to insert \$15,000. It occupies the back page, and is printed in fifteen colors. This remarkable advertisement is paid for by the Doliber-Goodale Co., and advertises Mellin's Food. The subject of the advertisement is a painting of a child by a French artist, the original being exhibited by the advertiser in Chicago. Besides the picture, there are only eighty-six words in the advertisement, thus representing an investment of \$174 per word. It is rare that so much money is paid to one paper for the insertion of a single advertisement; but the proprietors of Mellin's Food have not hesitated to spend large sums in other directions, notably \$8,000 for an announcement in one edition of the *New York World*. Even to advertisers accustomed to dispense large sums of money such pieces of enterprise must command attention and awaken admiration.

WILLIAM RADAM, of Radam's Microbe Killer, has won his suit for libel against the *Druggists' Circular*. He sued for \$200,000 but recovered only \$500. The libel consisted in calling the medicine a "slow poison," and its manufacturer a "quack and a humbug." The Microbe Killer had been advertised considerably, and a good sale had been built up for it. Mr. Radam took the stand and described minutely the materials used in the compound, and the way in which it is made. Although the verdict was so much smaller than the amount sued for the plaintiff was satisfied, as it vindicated him and declared the medicine non-poisonous.

THE fact that physicians do not advertise is in itself a matter of small consequence, but the effect of their attitude is far-reaching. There are many proprietary articles which might be pushed successfully through the newspapers, but the manufacturers are afraid of losing the favor of the medical profession. They prefer to continue with a moderate but steady sale rather than to venture into the uncertainties of advertising and risk of losing their present patrons by so doing.

Sampling physicians has come to be quite a business in itself. Men are regularly employed to go about among the doctors and explain the uses and advantages of this or that article. These canvassers must possess some knowledge of medicine, and be able to give good scientific reasons for using the remedy in certain contingencies. For a meritorious article it is possible to build up quite a demand in this way. Scott's Emulsion is an article which formerly had a sale of this character. Its proprietors, however, wanted to do a more extensive business, and took the chances of mortally offending the profession by advertising their preparation far and wide. They are now doing a much larger, and, presumably, a much more profitable business than if they had adhered to the conservative policy.

On the other hand there are a few proprietary medicines, not advertised, which have become successful through the friendly efforts of the medical profession. For instance, there is Listerine which is frequently prescribed by physicians for sore throats and as an antiseptic generally. Its merit is readily recognizable, so

that when it has once been introduced into a home it is likely to continue a standard family remedy. Druggists say, however, that its sales in the first instance are influenced almost altogether by physicians. The proprietors of an article of such merit could by skillful advertising greatly extend the field of its sale, but it seems that they prefer to confine their use of printers' ink to the medical publications, and rely upon the co-operation of the profession. If the unreasonable prejudice now existing among physicians against advertising in newspapers were to be removed, many good remedies would become generally known to the public instead of having to depend upon personal recommendation.

POSTAL IRREGULARITIES.

The attention which PRINTERS' INK has directed to the irregular delivery of second-class matter in New York promises to result in good to all concerned. As already pointed out, a great deal of annoyance and an actual cash loss are caused advertisers and publishers from mis-sent papers. Upon bringing the facts to the notice of the Postmaster of New York, the following reply was received :

POST OFFICE,
NEW YORK, N. Y., May 5, 1893. }
Editor of PRINTERS' INK:

Replying to your favor of 3d, received on 4th inst., I beg leave to say that the greater portion of the erroneous deliveries referred to in your enclosure were due to a cause beyond the control of this office, viz., the erroneous inclusion, by railway P. O. clerks, in packages which they make up in transit under label bearing your firm name, of newspapers addressed to others. Some of the errors doubtless occurred at this office, and were partially due to the unfavorable conditions under which the work of our newspaper delivery is necessarily performed, owing to a lack of sufficient space which we have no means of extending. The occurrence of these errors is greatly regretted, and our best efforts are and shall be made to at least reduce them to the minimum if they cannot be entirely avoided.

C. VAN COTT, Postmaster.

As Mr. Van Cott states that the "greater portion" of the errors occurred in the railway mail service, the matter was brought to the notice of the General Superintendent of that Department. His reply is as follows :

Office of General Superintendent Rail- }
way Mail Service, }
WASHINGTON, D. C., May 10, 1893. }
Messrs. Geo. P. Rowell & Co.,

GENTLEMEN—I beg to acknowledge receipt of your favor of the 8th instant, concerning the improper handling of mail matter addressed to you and others, and in reply to

state that after reading your letter, that of Postmaster Van Cott, and the editorial which you enclosed with them, I am firmly of the opinion that Postmaster Van Cott is mistaken in alleging that the Railway Mail Service is in the least responsible for the improper delivery of matter addressed to you and other parties in New York City; but, in order to make sure that I am right in the matter, I have referred all the papers to the Superintendent of the Second Division, with instructions to read them carefully, to make a thorough investigation and report his conclusions to this office. It is hoped that this action will result in good to those interested, no matter where the responsibility for the irregularities properly rests.

Very respectfully, JAMES E. WHITE,
Genl. Supt.

From these letters it appears that it is rather difficult to trace the fault in such cases. Probably it would be impossible to stop the errors completely, but it is possible to reduce them to a minimum, and it is toward this that the present efforts tend. We have known of instances where entire bags of matter containing papers all bearing the same address have been delivered to the wrong party. In such cases it is likely that the postmaster would be notified and the error corrected, but where single pieces go astray the recipient will not often trouble himself to see that they reach their proper destination.

RETAIL GROCERY ADVERTISING.

By John S. Grey.

A great many articles which are, or are considered to be, "necessities of life," come under the comprehensive heading of "groceries." Mr. Morrison, of Thurber, Whyland & Co., in his able article of some weeks ago, gave us an insight as to how a wholesale grocery business was advertised. It remains now to show how a retail store in the same line can be made attractive through the mighty medium of printers' ink.

In the beginning I would say that, in my opinion—which I believe in this particular case to be largely shared by humanity—the most alluring advertisement a grocery store can have is a constantly clean, fresh and neat appearance. And, on the other hand, no amount of newspaper or other advertising can atone for lack of care and diligence in the preservation of absolute cleanliness in the store.

In groceries, as I have said about other businesses, I believe in pushing prominently one article at a time; you may mention others, of course, in the advertisement, but I would advise hold-

ing them subservient in all cases to the leader that you wish to boom. Suppose, for instance, that you wish to feature tea in this way:

Tea is Tea

of course, whatever its quality. Gold is gold whether it be 9-karat or 22. But, somehow, people prefer the 22. In like manner they prefer the best quality of tea when they can get it, especially if the price is reasonable.

Our Fine Family Tea at 60 cts. a pound is pure, rich and full flavored, and has no equal in the city. A single trial convinces.

A full line of the best groceries.

Now, suppose we take another leading article—coffee, which is perhaps much more popular than tea in this country. In this, as in all other announcements, you want a bold eye-catcher as headline:

Are you Satisfied

with the coffee you have been using? Perhaps it lacks fragrance and flavor, the two chief properties which comprise excellence. Try a cup of the aromatic and delicious-tasting berry—our Household Coffee. You will admit its superiority to all others.

There are a great many articles which can be taken for special mention in grocery advertisements, but yet there are several acknowledged leaders which are always prominently noticed. One of these, of course, is butter:

Appetizing!

It is a one-word definition of our fine new Creamery Butter—the kind you want more of after once trying—the kind that everybody likes and wants. At 30 cents a pound we have placed it in reach of all lovers of good Butter.

Dairy Produce a Specialty.

Another leading line in all grocery stores is the diversified article known under the general name of canned goods. These include fruits, jellies, meats, fish and vegetables, and are nearly always in season—one or other of them. Here is a suggestion in this connection:

Buy our Fruits,

and by our fruits you shall know that we keep only the best of Canned Pears, Peaches, Apricots and Cherries. The freshest and ripest fruit only is used in the preserving. We have all the leading brands both in Fruits and other Canned Goods, such as Salmon, Lobster, Tongue, Beef, Corn, Peas, Tomatoes, Beans, etc. All at easy reachable prices and all guaranteed as to quality.

Flour is another staple article which

can be well featured. Hams and bacon another, and so on *ad libitum*.

Every enterprising grocer has a space, large or small, in his local papers, but in addition to this there are many ways in which he can legitimately advertise. Every bag and wrapper that leaves his place ought to bear more than a simple announcement of his name, address and business. It costs no more to print a brief and well worded ad on these bags than it does to put on a dry, commonplace and meaningless business card.

And then the windows. The tasteful arrangement and dressing of these can be made a great drawing card. A constant change in them is necessary, not only for their perfect cleanliness, but to impress the public with your progressive versatility. Original and odd displays of various goods in the windows are sure to attract passers-by, and these are all possible customers.

Many produce houses now give neat and costly lithographs with their goods as an advertisement. These can be tastefully arranged around the store in such a way as to add to its neat and attractive appearance. As I intimated at the commencement, "a clean-looking store is the best kind of an advertisement."

COMFORT.

I hand you herewith a sworn statement of *Comfort's* circulation for the twelve months of 1892, showing the aggregate circulation for the year to be 13,474,660, an average monthly circulation of 1,122,888. W. H. GANNETT.

State of Maine, Kennebec, ss.:

AUGUSTA, Me., May 8, 1893.

I, William H. Gannett, of Augusta, Maine, hereby certify that I am the owner of *Comfort*, and that the circulation of *Comfort* for each month of the year 1892 was as follows:

January	1,000,890
February	1,253,070
March	1,175,650
April	1,250,000
May	1,024,710
June	1,020,010
July	1,085,140
August	1,113,440
September	1,113,430
October	1,110,620
November	1,114,030
December	1,205,670

12)13,474,660 total.

1,122,888 average.

WILLIAM H. GANNETT.

State of Maine, Kennebec, ss.:

Personally appeared the above-named William H. Gannett, and made oath that the above statement by him subscribed is true.

Before me,

A. M. GODDARD,
Justice of the Public.

SOME LEADING NEWSPAPERS.



PRINTERS' INK has taken occasion to carefully sift information to be gleaned from the new edition of the American Newspaper Directory. From it it has been possible to gather facts of interest and money value to advertisers who seek information about newspapers and to newspaper men who seek the patronage of advertisers. The following advertisements are specimen facts. Such advertisements are solicited for insertion in PRINTERS' INK under this heading. Advertising orders should be addressed to PRINTERS' INK, No. 10 Spruce St., New York.

ARKANSAS.

In Conway County, Arkansas (pop. 19,450), the largest circulation rating is accorded to the **Weekly Pilot**, published at Morrilton.

Little Rock **GAZETTE**—Both daily and weekly are rated as having fifty per cent. more circulation than any other daily or political weekly in Arkansas.

BAPTIST VANGUARD—A weekly, published at Little Rock, has the largest circulation rating accorded to any organ of the colored race published in Arkansas.

CALIFORNIA.

OUR HOME, San Francisco—Is given an average monthly issue of 26,339, by far the largest of any monthly in California.

COLORADO.

LEADVILLE HERALD-DEMOCRAT—Is given a higher circulation rating than any other daily in Colorado outside of Denver.

CONNECTICUT.

NEWS, GREENWICH.

Is one of the (only eighteen) weekly papers in Connecticut the exact accuracy of whose circulation ratings the American Newspaper Directory guarantees by a \$100 forfeit. Its record shows a regular issue for the past year of more than 1,000 copies.

EVENING POST, BRIDGEPORT.

Is one of the (only five) daily papers in Connecticut the exact accuracy of whose circulation ratings the American Newspaper Directory guarantees by a \$100 forfeit. Its record shows a regular issue for the past year of 9,845 copies, and this is the largest guaranteed circulation rating accorded to any newspaper in Fairfield County.

DISTRICT OF COLUMBIA.

EVENING STAR, WASHINGTON.

Is the only daily paper in the District of Columbia the exact accuracy of whose circulation ratings the American Newspaper Directory guarantees by a \$100 forfeit. Its record shows a regular average daily issue for the past year of 36,086 copies.

GEORGIA.

JOURNAL, Atlanta, is the only daily paper in Georgia and its weekly edition is one of the (only twenty) weekly papers in the State the exact accuracy of whose circulation ratings the American Newspaper Directory guarantees by a \$100 forfeit. Its record shows a regular issue for the past year of 18,053 copies daily, and 11,056 copies weekly. This is the largest circulation rating given to any daily in the State.

ILLINOIS.

Rights of Labor, Chicago—Of the dozen papers in the country devoted to the interest of the Knights of Labor, this weekly is accorded a larger circulation rating than any other, with one exception.

SOME LEADING NEWSPAPERS.

THE Rockford Furniture Journal

is one of the monthly publications in Illinois, and is the only paper in the United States published in the interest of furniture makers, the exact accuracy of whose circulation the American Newspaper Directory of New York guarantees by a \$100 forfeit. Its record shows a regular issue for the past year of **3,885** copies. —

KENDALL COUNTY RECORD, YORKVILLE,

is one of the (only eighty-one) weekly papers in Illinois the exact accuracy of whose circulation ratings the American Newspaper Directory guarantees by a \$100 forfeit. Its record shows a regular issue for the past year of **1,820** copies.

WESTERN UNDERTAKER, CHICAGO,

is one of the (only ten) monthly publications in Chicago the exact accuracy of whose circulation ratings the American Newspaper Directory guarantees by a \$100 forfeit. Its record shows a regular issue for the past year of **6,000** copies. Particularly adapted for bicycle, sewing-machine and soap manufacturers.

INDIANA.

FORT WAYNE SENTINEL—Has the highest circulation rating accorded to any daily in Indiana outside of Indianapolis.

The **Indianapolis News** conditions payment on larger circulation than any other three dailies in Indiana combined. Average over 30,000.

American Nonconformist: Issued at Indianapolis, has a higher circulation rating than is accorded to any weekly newspaper in Indiana.

AVE MARIA,

Notre Dame, is one of the (only fifty-one) weekly papers in Indiana the exact accuracy of whose circulation ratings the American Newspaper Directory guarantees by a \$100 forfeit. It record shows a regular issue for the past year of **21,984** copies, which is the largest guaranteed circulation in the State, with one exception.

IOWA.

WESTERN GARDEN AND POULTRY JOURNAL—Des Moines, has a larger circulation rating than is accorded to any other paper in Iowa devoted specially to horticulture, floriculture or poultry.

KANSAS.

TOPEKA ADVOCATE—Official State paper. Farmers' Alliance organ—credited with the largest weekly circulation rating in Kansas.

MARYLAND.

In Allegany County, Maryland (pop. 41,571), the largest circulation rating is accorded to **THE REVIEW**, a weekly, published at Lonaconing.

MASSACHUSETTS.

YANKEE BLADE, Boston. No publication in Massachusetts is accredited a higher circulation rating.

TEXTILE MFG. WORLD, monthly, Boston, has the largest circulation rating accorded to any paper in the United States published in the interests of the textile manufacturing industries and allied interests.

Farm-Poultry, Boston, monthly: regular circulation 30,711, much larger than any other publication in Massachusetts devoted specially to the live stock interest, or than any other Poultry journal in the United States.

L'INDEPENDANT, 12 pages, a French Canadian weekly, published at Fall River; a regular issue of 6,951 copies, guaranteed by the American Newspaper Directory. Largest circulation rating accorded to any French paper in Massachusetts.

FARM - POULTRY, BOSTON.

is one of (only thirteen) monthly publications in Boston the exact accuracy of whose circulation ratings the American Newspaper Directory guarantees by a \$100 forfeit. Its record shows a regular issue for the past year of **29,107** copies; much larger than any other poultry journal in America. Its present issue is **30,711**.

British American Citizen, BOSTON.

is one of the (only eight) weekly papers in Boston the exact accuracy of whose circulation ratings the American Newspaper Directory guarantees by a \$100 forfeit. Its record shows a regular issue for the past year of **7,200** copies.

TELEGRAM, WORCESTER.

Its daily edition is one of the (only ten) daily papers, and its Sunday edition is one of the (only thirty-five) weekly papers in Massachusetts the accuracy of whose circulation ratings the American Newspaper Directory guarantees by a \$100 forfeit. Its record shows a regular issue for the past year of **10,228** copies daily, and **12,722** copies Sunday.

GAZETTE,

WEYMOUTH.

is one of the (only thirty-five) weekly papers in Massachusetts the exact accuracy of whose circulation ratings the American Newspaper Directory guarantees by a \$100 forfeit. Its record shows a regular issue for the past year of **1,457** copies.

MINNESOTA.

Skovde-mannen—Minneapolis, a Swedish agricultural paper, is the only semi-monthly publication in Minnesota, and the only farm paper in the State, the exact accuracy of whose circulation ratings the American Newspaper Directory guarantees by a \$100 forfeit. Its record shows a regular issue for the past year of **7,530** copies.

MISSOURI.

MEDICAL BRIEF, monthly, St. Louis, has a regular issue of 30,473 copies, guaranteed by American Newspaper Directory, a larger circulation than any other medical journal in the world.

MONTANA.

In Deer Lodge County, Montana (pop. 15,155), the **STANDARD**, a daily published at Anaconda, is accorded very much the largest circulation rating of any paper in the State, having a regular edition of **7,201** copies, guaranteed by the publisher's statement furnished to the American Newspaper Directory.

SOME LEADING NEWSPAPERS.

NEW HAMPSHIRE.

8,000 circulation. The *Republic Journal*, 12-page weekly; largest paper in New Hampshire; best line of communication between advertiser and buying public. W. H. Colby & Co., Publishers, Littleton, N. H.

NEWS,

Derry, New Hampshire.

is the ONLY weekly paper in Rockingham County the exact accuracy of whose circulation ratings the American Newspaper Directory guarantees by a \$100 forfeit. Its record shows a regular issue for the past year of **2,118** copies.

NEW JERSEY.

TRUE AMERICAN—In Mercer County New Jersey (pop. 79,978), the largest daily circulation is accorded to the True American, published at Trenton, 6,107 copies, guaranteed by the American Newspaper Directory.

TIMES—Elmer, is one of the (only thirty-five) weekly papers in New Jersey the exact accuracy of whose circulation ratings the American Newspaper Directory guarantees by a \$100 forfeit. Its record shows a regular issue for the past year of **2,146** copies.

EVENING JOURNAL,

JERSEY CITY

is one of the (only five) daily papers in New Jersey the exact accuracy of whose circulation ratings the American Newspaper Directory guarantees by a \$100 forfeit. Its record shows a regular issue for the past year of **14,624** copies, which is the largest guaranteed circulation in Hudson County.

PRESS,

ENCLEWOOD,

is one of the (only thirty-five) weekly papers in New Jersey the exact accuracy of whose circulation ratings the American Newspaper Directory guarantees by a \$100 forfeit. Its record shows a regular issue for the past year of **1,510** copies.

NEW YORK.

UTICA PRESS—Is accorded the highest circulation rating of any daily in Utica.

In Cayuga County, New York (pop. 65,300), the largest circulation rating is accorded to the *Auburn Bulletin* (daily), published at Auburn.

DAILY STAR—In Queens County, New York (pop. 142,196), no paper is accorded a larger regular issue than the weekly edition of the Daily Star, published at Long Island City.

NEW YORK AGENTS' GUIDE—Monthly. A regular issue of **74,750** guaranteed by the American Newspaper Directory. Largest circulation accorded to any paper in America published in the interests of agents.

HERALD. In Herkimer County, New York (pop. 45,608), the largest circulation rating is accorded to the *Herald*, a weekly, published at Bolleville; a regular edition of **8,000** copies, guaranteed by the American Newspaper Directory.

JEWELERS' WEEKLY, published in New York City, a regular issue of **9,575** copies, guaranteed by the American Newspaper Directory, which is nearly twice the rating accorded to any other paper in the United States published in the interest of the jewelers' trade.

PRINTERS' INK—Is one of the only sixteen-weekly papers in New York City the exact accuracy of whose circulation ratings the American Newspaper Directory guarantees by a \$100 forfeit. Its record shows a regular average issue of **51,618** copies during the year 1892, which is more than five times the total circulation accorded to all the dozen other publications issued in the United States in the interests of advertisers.

THE

Daily Metal Market Report,

292 PEARL ST., N. Y. CITY.

is one of the (only six) daily papers in the city the accuracy of whose circulation ratings the American Newspaper Directory guarantees by a \$100 forfeit. Its record shows a regular issue for the past year of **400** copies.

PHONOGRAPHIC WORLD, New York City, is one of the (only forty-two) monthly publications in the city the exact accuracy of whose circulation ratings the American Newspaper Directory guarantees by a \$100 forfeit. Its record shows a regular issue for the past year of **21,742** copies. Is read monthly, from cover to cover, by hundreds of thousands of stenographers and type-writers. Libraries and associations alone subscribe for over **500** copies. Address *Phonographic World*, 45 Liberty Street, New York City.

EL COMERCIO,

NEW YORK CITY,

is one of the monthly publications in the city the exact accuracy of whose circulation ratings the American Newspaper Directory guarantees by a \$100 forfeit. It record shows a regular issue for the past year of

5,159 COPIES.

SUNDAY COURIER,

POUGHKEEPSIE,

is one of the (only five) papers in Dutchess County, New York, the exact accuracy of whose circulation ratings the American Newspaper Directory guarantees by a \$100 forfeit. Its record shows a regular issue for the past year of **7,050** copies.

OUR MONTHLY,

ELMIRA,

is the ONLY publication in Chemung County, New York, the exact accuracy of whose circulation rating the American Newspaper Directory guarantees by a \$100 forfeit. Its record shows a regular issue for the past year of **6,459** copies.

CHRISTIAN STEWARD,

NEW YORK CITY.

is one of the (only forty-two) monthly publications in the city the exact accuracy of whose circulation ratings the American Newspaper Directory guarantees by a \$100 forfeit. Its record shows a regular issue for the past year of **21,535** copies.

JOURNAL,

LOCKPORT.

Its daily and semi-weekly editions are the only two papers in Niagara County, New York, the exact accuracy of whose circulation ratings the American Newspaper Directory guarantees by a \$100 forfeit. Its record shows a regular issue for the past year of **1,425** copies daily and **2,150** copies semi-weekly.

SOME LEADING NEWSPAPERS.

OHIO.

EVENING TELEGRAPH, **BUCYRUS,**

is the **ONLY** paper in Crawford County, Ohio, the exact accuracy of whose circulation ratings the American Newspaper Directory guarantees by a \$100 forfeit. Its record shows a regular issue for the past year of 1,000 copies. Present issue is **1,150** sworn.

PENNSYLVANIA.

Pittsburgh PRESS has the largest circulation rating of any daily in that city, viz: **40,904**

Colliery Engineer, monthly, Scranton, Pa.: has the largest circulation rating accorded to any paper in America published in the interest of mining. Its circulation is national.

DISPATCH—In York County, Pennsylvania (pop. 99,499), the Dispatch, published at York, the county seat, is accorded the largest daily circulation rating in the county; a regular edition of 3,682 copies, guaranteed by the American Newspaper Directory.

WAYNE INDEPENDENT—Honesdale, is the only paper in Wayne County, Pennsylvania, the exact accuracy of whose circulation rating the American Newspaper Directory guarantees by a \$100 forfeit. Its record shows a regular issue for the past year of **3,535** copies.

CHRISTIAN ADVOCATE: **Pittsburgh**, is one of the (only ten) papers in Allegheny County, Pennsylvania, the exact accuracy of whose circulation ratings the American Newspaper Directory guarantees by a \$100 forfeit. Its record shows a regular issue for the past year of **12,865** copies. On January 1, 1893, the price was reduced from \$2.00 to \$1.50 per year, and they now claim a circulation of **17,500**.

THE ITEM,

Philadelphia—Its daily edition is one of the (only three) daily papers and its weekly and Sunday editions are two of the (only nine) weekly papers in Philadelphia the exact accuracy of whose circulation ratings the American Newspaper Directory guarantees. Its record shows a regular issue for the past year of **186,767** copies daily; **58,738** copies weekly, and **192,865** copies Sundays.

SOUTH CAROLINA.

COTTON PLANT, weekly, Columbia: Only agricultural paper printed in South Carolina.

TENNESSEE.

MEMPHIS APPEAL-AVALANCHE—Is given a larger circulation rating for its daily, a larger circulation rating for its Sunday and a larger circulation rating for its weekly than is accorded to any other daily, Sunday or secular weekly paper in Tennessee.

MADEMAN—Chattanooga, Tenn., is the largest semi-monthly trade publication in the U. S., and the exact accuracy of its circulation ratings is guaranteed by the American Newspaper Directory by a \$100 forfeit. Its record shows a regular issue for the past year of **7,250** copies.

TEXAS.

In Cooke County, Texas (pop. 24,506), the daily edition of the **HESPERIAN**, published at Gainesville, is accorded the largest daily circulation rating in the county.

VIRGINIA.

NEWS, Lynchburg—Its daily edition is one of the (only four) daily papers in Virginia the exact accuracy of whose circulation ratings the American Newspaper Directory guarantees by a \$100 forfeit. Its record shows a regular issue for the past year of 1,649 copies, and since Feb. 23, 1893, when the *News* closed out the *Virginian* and added the latter's list of subscribers, its average *bona fide* daily circulation has been **2,700**.

WISCONSIN.

MILWAUKEE WISCONSIN: Is accorded a higher circulation rating than is given to any other evening daily in Wisconsin.

REPUBLICAN AND LEADER,

La Crosse—Its daily edition is one of the (only six) daily papers and its weekly edition one of the (only thirty-seven) weekly papers in Wisconsin the exact accuracy of whose circulation ratings the American Newspaper Directory guarantees by a \$100 forfeit. Its record shows a regular issue for the past year of **1,500** copies daily and **2,000** copies weekly.

The American Newspaper Directory having been the recognized authority on newspaper statistics for a quarter of a century, its circulation ratings naturally receive consideration from interested persons everywhere, and often develop value for advertising purposes which it would be difficult to overestimate. Advertisements such as are printed above are solicited for insertion in **PRINTERS' INK**, and will be given a classification with heading and map, as here indicated, subject to variation of form and make-up, as the space varies. These advertisements are inserted at 50 cents a line each issue; \$2.00 a line for four weeks; \$6.50 a line for three months; \$13.00 a line for six months, or \$26.00 a line for a year. Extra copies of **PRINTERS' INK** are furnished at five cents a copy, or three dollars a hundred. Advertisement orders should be addressed to **PRINTERS' INK**, No. 10 Spruce street, New York,

PRINTERS' INK—HOW TO MAKE IT BETTER.

McELHENIE & MARSLAND,
APOTHECARIES,
DeKalb Ave. cor. Ryerson St.,
BROOKLYN, N. Y., May 10, 1893.

Editor of PRINTERS' INK:

The very best answer to the query on page 588 is, "That the paper cannot be improved in form or make-up." I hardly expect to get the subscription for a magazine, as you will probably have several thousand subscribers say the same thing. However, if it should be necessary, and to save correspondence, I think Mr. McElhenie would prefer *Scribner's*. My neighbor, Mr. T. V. Johnson, of the *Independent*, agreed with me the other night as to the readable quality of PRINTERS' INK.

THOS. D. McELHENIE.

ELPHONZO YOUNGS COMPANY,
428 NINTH ST., BET. D AND E.
Groceries—No Liquors. The Largest,
Cleanest and Brightest Retail Store—
Greatest Variety and Best Cared for
Stock of Food Products and Other
Household Articles in the City.

WASHINGTON, May 10, 1893.

Editor of PRINTERS' INK:

Replying to your two questions in this week's issue, allow me to say that "PRINTERS' INK in its present form" pleases me very much. At the same time as to "how can it be improved?" permit me to suggest I should consider it, as also every other magazine or newspaper, might be much improved by omitting all advertising cuts and "display type." My judgment is that that is what the newspaper of the future has got to come to.

Yours truly,

ELPHONZO YOUNGS.

THIS VIEW OF IT.

GLOBE PRESS BUREAU,
S. W. Cor. 10th and Chestnut Sts.,
GENERAL NEWSPAPER CORRESPONDENCE
AND REPORTORIAL WORK.
PHILADELPHIA, May 8, 1893.

Publishers PRINTERS' INK:

This day brought us by mail from the publishing concern of Hurst & Company, 134 and 136 Grand street, New York City, two sets of Chambers' Encyclopedia, thirty volumes each, which we recognize are entered at the New York Post-Office as *second-class matter*, and been forwarded to us as such by the postal service. If regular publications (books) are permissible by the Post-Office authorities as *second-class matter*, we think it a *damnable* outrage for them to further continue their fraudulent and outrageous imposition upon a legitimate news publication, such as PRINTERS' INK.

Fraternally yours,

GLOBE PRESS BUREAU, Publishers,
By C. Joseph Dacey, Bus. Mgr.

SUGGESTIONS FOR SMALL ADVERTISERS.

H. M. KAISINGER, General Merchandise, }
DOWNTOWN, Pa., May 9, 1893. }

Editor of PRINTERS' INK:

The "Small Scale Experiment," as noted by John Z. Rogers in issue of May 10 and suggested by D. Kimball (issue May 3), meets our ideas exactly. If you could give us more suggestions in this line, with, perhaps, sample ads, you would, I think, elicit the gratitude of many, very many, smaller dealers, who

recognize the need of advertising, yet who are in no position to copy after our larger and more prosperous tradesmen, but feel as though the advertising world was shut up to them entirely, with nothing left them but the old way of weary plodding and obscurity.

H. M. KAISINGER.

Displayed Advertisements

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted.

Must be handed in one week in advance.

USED COLUMBIAN POSTAGE STAMPS
wanted. E. T. PARKER, Bethlehem, Pa.

SEATTLE TELEGRAPH, the leading Democratic daily north of San Francisco.

\$3.50 BUYS 1 INCH. 50,000 COPIES
\$1.00 PROVEN WOMAN'S WORK, Athens, Ga.

FARM LIFE, of Rochester, N. Y., 16 pages, 64 columns, monthly. Guaranteed circ'n, 25,000.

SUPERIOR Mechanical Engraving, Photo Electrotype Eng. Co., 7 New Chambers St., N. Y.

FREE SAMPLE COPIES AND
RATES. We reach the people. THE GREAT WEST, Aberdeen, S. D.

BE INDEPENDENT. Own your own newspaper. Send for estimates to PICTORIAL WEEKLIES CO., 28 West 23d St., New York City.

LET ME SHOW YOU SOMETHING
if you advertise in local newspapers. Send address. CHAS. W. HARPER, Columbus, O.

PATENTS HOPKINS & ATKINS,
Washington, D. C. 30
years' experience.
Write for information

GERMANIA Magazine for the study of the German lang. and lit. For sample copies, rates of advertising, etc., address GERMANIA, Manchester, N. H.

DIRECTORY PUBLISHERS, please send and price list of your directories to U. S. ADDRESS CO., L Box 1467, Bradford, McKean Co., Pa.

PATENT OR NO PAY. Book free. Prompt, reliable work. S. C. FITZGERALD, Washington, D. C.

TRADE TONIC for business debility, in the shape of convincing ads. Circulars and curious catch-phrases prepared by JED BARBORO, Box 63, Station W, B'k'n.

PUBLIC Always pays
OPINION Advertisers.
Washington. New York.

FOLDING PAPER BOXES
FOR ALL PURPOSES.
EAGLE MFG CO NEW HAVEN, CONN.

RAPID ADDRESSING.
The only authentic Trade Lists, Envelopes and Wrappers addressed in a hurry by machinery. Names guaranteed absolutely correct. For particulars address F. D. BELKNAP, Prest., 314, 316 Broadway, New York City.

The Delta DAILY,
SUNDAY,
WEEKLY.

THE BEST PAPER IN NEW ORLEANS.

PUBLISHERS DESIRING BICYCLES

DON'T

Order any kind of cuts for printing until you have heard from us. It will pay you to write us.
CHICAGO PHOTO ENG. CO.

NEW YORK LEDGER WATCHES

Are the Best **PREMIUMS.**

Address the manufacturers direct.
THE PHILADELPHIA WATCH CASE CO.,
RIVERSIDE, N. J.

THE HOME CIRCLE,

ST. LOUIS, MO.
75,000 Copies Each Month.
An exceedingly desirable medium for
GENERAL ADVERTISERS.
THE HOME CIRCLE PUB. CO., St. Louis, Mo.

Important to Advertisers!!

Those who spend large sums of money annually can, by employing me, save thousands of pounds. My prices are lower and my experience as great as that of any man in this country, and I am willing to act as advertising manager or agent to any first-class firm who can afford to pay me. Payment by results, according to amount actually saved. Address, in confidence, "W. T." care of JOHN TAYLOR & SON, Solicitors, 14 St. James st., Bedford Row, London, W. C.

A **OF \$20**
STACK **GOLD**
PIECES
is hard to
forget. The
way is made
easy by
Newspaper
Advertising
placed
through
J. L. STACK
& CO.,
Newspaper
Advertising
experts,
P. P. Bldg.,
St. Paul.
J. L. STACK & COMPANY
NEWSPAPER ADVERTISING
G. E. ELIS



Once a Month Co.:

GENTS—Please continue our ad in ONCE A MONTH until ordered out. We are well pleased with the results, as we have compared our sales with a few of our "pullers," ranging from \$3.00 to \$5.00 per line. These papers cost us from 40 to 50 per cent on each dollar's worth of goods they have sold. **ONCE A MONTH** costs an average of 50 per cent on the dollar for goods sold.

Respectfully yours,

20,000 COPIES EACH ISSUE.

Absolute proof furnished any advertiser on application. Post-office receipts, paper bills, or any other proof. It's no trouble for us to prove them when we have actually got them. All paid subscribers. No "sample copy circulation." Rates **NOW** only 10 cents per agate line for ordinary ads and 15 cents per line for reading notices. **RATES WILL BE ADVANCED JUNE 1ST TO 15 CENTS PER LINE—NO DISCOUNTS.** By sending your order for a trial ad by June 1st you will have the privilege of continuing one year at same rate.

Forms close first of each month. Send for a copy and see the class of ads we've got.

P. O. Box 463.

ONCE A MONTH CO., 11 Jefferson Ave., Detroit, Mich.

THE EVENING JOURNAL,

JERSEY CITY'S

FAVORITE FAMILY PAPER.

Circulation, - - - - **15,500.**

Advertisers find IT PAYS!

STUDY LAW

AT HOME.

TAKE A COURSE IN THE
Sprague Correspondence

School of Law.

(Incorporated.) Send ten
cents (stamps) for
particulars to

J. COTNER, JR., SEC'Y

DETROIT, MICH.

25 Telephone Bldg.



Newspaper Advertising

Requires intelligence, experience and capital. We employ the most intelligent talent that money can procure. We have been engaged in this business exclusively for more than twenty-seven years. We have ample capital for the transaction of our business, and our credit with the newspapers of the country is unquestioned. These facilities for successful newspaper or magazine advertising are at your disposal. If you have failed to get profitable results from your advertising before, try it again and avail yourself of our intelligence, experience and capital. If you have never advertised and desire to increase your business and profit, we shall be glad to include you in our list of clients.

The Geo. P. Rowell Advg. Co.

NEWSPAPER

AND MAGAZINE ADVERTISING,

10 SPRUCE ST., . . NEW YORK.

Just Issued! A Correct Catalogue
of All the Papers

published in the United States and Canada.
Sent to any address on receipt of price, \$5.00.
Address

THE GEO. P. ROWELL ADVG. CO.,

10 Spruce St., New York.

Better than the Best!

The **ACTUAL COST** per dollar's worth of goods sold is the only way to get at the value of a paper as an advertising medium.

COSTS 20 PER CENT LESS THAN THE BEST PAYING MEDIUMS on every dollar's worth of goods sold. The Story is Short—Read it.

DETROIT, Mich., March 7th, 1893.

We are well pleased with the results, as we have compared our sales with a few of our "pullers," ranging from \$3.00 to \$5.00 per line. These papers cost us from 40 to 50 per cent on each dollar's worth of goods they have sold. **ONCE A MONTH** costs an average of 50 per cent on the dollar for goods sold.

MUSIC NOVELTY CO.

DO YOU WANT A WEB PRESS?

Hear what we have to say about

ONE THAT WILL NEVER MISS AN EDITION

WE MAKE SUCH A ONE.

CAMPBELL PRINTING PRESS AND MANUFACTURING CO.,
NEW YORK and CHICAGO.

DODD'S ADVERTISING AGENCY, Boston, or
265 Washington Street.

We only stipulate, in requests for estimate, that
our figures shall not be quoted or used in any way in
placing business through other channels.

Giving our time we ask for good faith from the
advertiser.

Advertisements specially prepared for our clients.

World
Build'g,
N. Y.
City.

SEND FOR ESTIMATE.

RELIABLE DEALING. - Low Estimates. - CAREFUL SERVICE.

• Substantial •

The getting of orders brings out the qualifications
of the man for business, whether it is the outcome
of a personal visit or through a cleverly constructed
advertisement. But such visits are slow and ex-
pensive, and the benefits derived are not to be com-
pared with the quick and substantial returns that
are sure to result from an advertisement in

ALLEN'S LISTS.

Forms close the 18th.

E. C. ALLEN & CO., Prop's, Augusta, Me.

A Seventy=Five Thousand Dollar Contract

Testimonial letters to newspapers are not uncommon—in fact, like kissing, they go by favor; but rarely indeed are they backed up by Seventy-five Thousand Dollar contracts.

NEW YORK, April 15, 1893.

Publisher New York Recorder :

DEAR SIR—Some time in March last we wrote you expressing our satisfaction at the result of our advertising in your paper, which then was an experiment with us since the preceding January, and, to prove that we were so satisfied, made with you a contract for a full page for a longer time than was ever made for same space by any one concern. We now feel so well satisfied with the result of that contract that we want to say to you that not only has the direct response of those doing their daily shopping and crowding our stores been most gratifying, but the responses by mail have to an extent surprised us. We did not look for any such results in your direction. We are pleased to say our mail orders from people who quote THE RECORDER have been very large, and we feel sure you will be as pleased to get this unsolicited testimony to your worth as we are to send it to you.

Very truly, etc.,

Sixth Ave., 21st and 22d Sts.

ADAMS & CO.



ADAMS & Co. are among New York's largest Dry Goods firms, and also among the largest and shrewdest advertisers in the country.

**A LUCKY INVESTMENT:
A CONTRACT WITH COMFORT!
BRINGS THE LARGEST CASH RETURNS!!!**



Copyright, 1893. The Gannett & Morse Concern.

LARGEST SWORN CIRCULATION IN AMERICA!

Over Twelve Hundred and Twenty Thousand every issue.

**MOST ORIGINAL—MOST INTERESTING—MOST HELPFUL
AND MOST WIDELY READ PAPER ON EARTH!!**

See Special Copyrighted Prize Features.

Space of agents and of us direct. THE GANNETT & MORSE CONCERN, Publishers, Augusta, Maine. Boston Office—228 Devonshire street. New York Office—Tribune Building, Henry Bright, Representative,

Miscellanies.



GETTING SOME GOOD OUT OF IT.

City Editor: what's the matter? Didn't you interview Col. Biff about his domestic troubles?

Reporter—No; he threw me down five flights of stairs!

City Editor—Well go and take a walk and get up an article on "How it Feels to be a Ragged Wanderer."—*Puck*.

Fair Advertiser: Do you classify your advertisements?

Clerk—We do.

Fair Advertiser—Where would you put this advertisement for a husband?

Clerk—In the "Flats Wanted" column.—*Town Topics*.

Appropriate. — Spriggins: What made Howler dedicate that new poem of his to a Chicago girl?

Higgins—Didn't you notice that its feet would not bear critical scanning?—*Truth*.

Dramatic Critic: I'm puzzled about this new American play.

Horse Editor—As how?

Dramatic Critic—I can't quite figure out what German play it's taken from.—*The Club*.

A Fair Exchange. — Angry Poet (rushing into the office): See here, sir! That check you sent me for my poem is no good!

Editor (coldly)—Neither was the poem. Shut the door, please.—*Brooklyn Life*.

A Minor Episode.—Reporter: The deceased was at one time Vice-President of the United States. Would you mention it in the article?

Editor—Oh, no; that was some years ago. Try to get something of interest about him.—*Puck*.

Apropos.—Rev. Jeremiah Jenks: What is your opinion of these missing word contests?

Deacon Doolittle—I think they're a swindle.—*Ex*.

Not Under the Circumstances.—

"Write a poem for me to recite, and I will make you immortal!" exclaimed the fair Elocutionist.

"I don't want to be immortal," replied our poet, with a shudder; "I live in Brooklyn."—*Brooklyn Life*.

It is easier for a man to find his own name in a newspaper when it is there than it is for him to locate a double-leaded article with a scare-head.—*Puck*.

A Scare Head.—Wiggles: I am going to have my picture published with a Chug Chug Bitters testimonial.

Jangle—Good thing; it will stop people from taking it.—*The Club*.

Persiflage Over the Baby.—"I'm going to call my baby Charles," said the author. "After Lamb, because he is such a dear little lamb."

"Oh, I'd call him William Dean," said the friend. "He Howells so much."—*Brooklyn Life*.

The Secret Discovered.—"Ma," said a newspaper man's son, "I know why editors always call themselves 'we.'"

"Why?"

"So's the man that doesn't like the article will think there are too many people for him to tackle."—*Washington Star*.

Couldn't see the Bad Side.—"Your article on the 'Evils of the Pool Room' was pretty mild, Hawkins," said the editor.

"Well, I couldn't help it," returned Hawkins. "I put up two dollars when I went in to investigate Parly's Pool Room, and ten minutes later I got sixty back."—*Puck*.

Republican editor to Washington correspondent: What is going on to-day?

Correspondent—Nothing. Editor—Well, wire full particulars of impending split in the cabinet.—*Chicago Globe*.

"If I had an ad at the top of that column," murmured the advertising agent softly to himself as he gazed admiringly at the Washington monument, "I wouldn't care whether it was next to pure reading-matter or not."—*Buffalo Courier*.

Matrimonials as They Should be.—A middle-aged man who has never been able to earn a decent living would like to get hold of some property by marrying a well-to-do widow. Address "Layoff," this office.

An indiscreet and foolhardy maiden of twenty would like to make the acquaintance of a feather-brained dude, matrimonially inclined. Object, future misery. Address "Clemintina," Matrimonial Bureau, Box 8.

A man of economical habits and saving disposition seeks the acquaintance of a capable woman who would be willing to become his wife, housekeeper, washer-woman, nurse and general servant. No triflers need apply. "J. Klosperz," Jersey City.

A talented and shrewd young lady, who has written a play and would like to bring it out, desires to meet a wealthy young man who would be willing to assist her with money and to enact the part of an idiot generally. Answer through matrimonial column, *Star*.

I am a Jewish gentleman of methodical business habits and anxious to acquire command of a larger capital. I would marry any sort of woman, of any age or appearance, in consideration of the sum of eleven thousand four hundred and forty-three dollars and sixty-nine cents. No discount. Apply to "Israel Jacobs,"—Grand street, New York.

A bachelor (thrice divorced) is desirous of marrying a pretty and amiable lady who would not inquire too closely into his past life, and who would be willing to devote herself to making him happy for any period of time he might choose to indicate, to be terminated by mutual separation. Only persons of the highest respectability need respond to this, "J. W. B.," P. O. Box —, *Judge*.